JUL 20 1942

FASHION CALENDAR

SUN.	MON.	TUES.	WED.	THURS.	FRI.	SAT.
			1	2	3	4
5	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last-minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

WEEK ENDING SATURDAY, JULY 18, 1942

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Saturday July 18 1:00 P.M.	"FURLOUGH WEDDING" FASHION SHOW	GIMBEL BROTHERS	B'WAY AT 33RD ST. 3RD FLOOR

2nd in Gimbel's timely series of Hasty Wedding Fashion Shows planned for the bride who marries on short notice while HE'S on his furlough. This time Pegeen Fitzgerald, WOR fashion authority, will talk on the Etiquette of the Wedding, telling who pays which bills, and discussing all the other trifles which make or break the wedding. Session will wind-up with a quick showing of formal and informal wedding fashions. Open to Press and public. Publicity: Marjorie Howard, PE. 6-5100.

Now Showing	FALL SHIRT-WAIST-DRESS COLLECTION	GRACE ASHLEY	743 FIFTH AVENUE

The famous, nationally advertised Grace Ashley shirt-waist dresses (made in St. Louis) are now on view in new Fall versions in the New York showroom at 743 Fifth, for the convenience of the Ashley eastern clientèle. Mr. Ashley will be here to show the collection until August 1st. For appointments, call: WI. 2-9274.

Now Showing	EXHIBIT OF WALT DISNEY "BAMBI" DRAWINGS	MUSEUM OF MODERN ART	11 WEST 53RD STREET

The Young People's Gallery of the Museum of Art has an interesting exhibit entitled, "Walt Disney's 'Bambi': The Making of an Animated Sound Picture", presenting drawings from Disney's newest picture soon to be released. This is a step by step illustration of the art and technique of the animated sound film which Disney brought to such perfection. One of the treats of the exhibit is a 2½ minute run-off of an actual excerpt from the picture, "Bambi". Visitors may see it by pressing a button. Publicity: Sarah Newmeyer, CI. 5-8900.

Now Showing Through July 22	"INTERCEPTOR COMMAND" WINDOWS	LORD & TAYLOR	5TH AVE. AT 38TH ST.

To help in the city-wide campaign to enlist volunteer Air Raid Wardens, Lord & Taylor is presenting a window-dramatization of the vital work of the Interceptor Command. The entire battery of 5th Avenue windows will be devoted to the event, dressed as replicas of actual Observation Posts of the Command. Publicity: Charles Nicholai, WI. 7-3300.

WEEK BEGINNING MONDAY, JULY 20, 1942

Mon. 7/20 OFFICIAL OPENING, FALL MILLINERY MARKET WEEK (WHOLESALE)

Monday July 20 11:00 A.M.	PRESS PREVIEW: NEW HAT COLLECTION	ERIK INC.	15 EAST 53RD STREET

Erik will present his new Fall Hat Collection in preview, to members of the Fashion Press. Strictly by invitation. Publicity: Elizabeth Maher, EL. 5-4248.

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DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday July 20 2:30 P.M.	FUR CULOTTES AT ANNUAL FUR FASHION SHOW	I. J. FOX, INC.	393 FIFTH AVENUE

With rare furs tucked into vaults for the duration, I. J. Fox presents for his Annual Fur Fashion Show for 1942, a "Utility Show", which will feature smart furs and fur-trimmed winter cloth coats, patriotically styled. Good neighbor South American and Australian furs will be a newsworthy feature of the show; also furs for cycling; furs to wear over uniforms; and fur coats especially designed for air-raid wardens. Show starts promptly at 2:30 P.M. Fashion Press and Photographers cordially invited. Publ.: Helen Siegel, National Bureau of Press Relations, 50 E. 42 St., MU. 2-9085. At I.J. Fox, contact: Mr. Lew Kashuk, Advertising Manager, CA. 5-4500.

Beginning Monday July 20 (Postponed from 7/13)	EMERGENCY COURSES IN DRAFTING & CAMOUFLAGE	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY

In addition to usual Day and Evening Courses in Costume Design and Illustration, the Traphagen School of Fashion is opening six-weeks' evening courses of intensive training in Drafting and Industrial Camouflage. The "Drafting for Defense" class is open to men and women who want to become junior mechanical draftsmen and tracers in defense industries. Instructor: Joseph S. Washburne, now engaged in this field. The "Industrial Camouflage" Class stresses all phases of concealment, current modes of attack, routes of communication and how to camouflage them, etc. Instructors: Prof. Alan Bement, Civilian Camouflage Council, New York; and John Vassos, President, American Institute of Design. For further information, Registrar: Dorothy Tyroler, CO. 5-2077.

Beginning Monday July 20

OPENING DATES OF COLLEGE AND CAMPUS SHOPS IN NEW YORK & METROPOLITAN STORES

JULY 20 (Monday)
JAMES McCREERY, 5TH AVE. AT 34TH
Publicity: Lois Munn, WI.7-7000.

JULY 22 (Wednesday)
MARY LEWIS, 638 5TH AVE.
Press preview, College & Country Fashions, 5 P.M. By invitation. Rosemary Sheehan, CO. 5-3147.

JULY 27 (Monday)
R.H. MACY & CO., HERALD SQUARE
Details in later issue. Publ.: Kay Inglis Jones, CH. 4-2000.

AUGUST 3 (Monday)
ABRAHAM & STRAUS, B'KLYN
Plans still tentative. Publ.: Emily Adamson, TR. 5-7200.

LORD & TAYLOR, 424 5TH AVE.
Publicity: Eleanor Howard, WI. 7-3300.

RUSSEKS 5TH AVE., 390 5TH AVE.
Press preview, Tues., Aug. 11, 9:30 A.M. Miss Castle, WI. 7-1900.

SAKS 5TH AVE., 611 5TH AVE.
Preview, July 30, at 4 P.M.
Publ.: Dorothy Harness, PL.3-4000.

AUGUST 5 (Wednesday)
JOHN WANAMAKER, B'WAY AT 9TH ST.
Mimi College Shop. Plans still tentative. Miss Neilson, ST. 9-4700.

AUGUST 8 (Saturday)
GIMBEL BROS., B'WAY AT 33RD ST.
Preview plans later. Publicity: Marjorie Howard, PE. 6-5100.

AUGUST 10 (Monday)
BONWIT TELLER, 721 5TH AVE.
Preview or fashion show plans still tentative. Publ.: Nona James, EL. 5-6800.

B. GERTZ INC., JAMAICA
Fashion shows, Aug. 12, 19, 26, 9/2. Press preview tentative. H. Merahn, JA. 6-6800.

FREDERICK LOESER, B'KLYN (Tentative)
Publ. Director: Mr. Murphy, TR. 5-8100.

SAKS 34TH ST., HERALD SQUARE
Details in later issue. Publicity: Margaret Pierce, LA. 4-7000.

L. BAMBERGER & CO., NEWARK, N.J.
Details later. Publicity: Nan Findlow, Market 2-1212.

AUGUST 15 (Saturday)
DE PINNA, 650 5TH AVE. (Tentative)
Publ.: Dorothy Coburn, VO. 5-4800.

As other stores report, FASHION CALENDAR will list their opening dates.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday July 21 9:30 A.M. On.....	MMEA FASHION FORUM	MILLINERY MERCHANDISING EXECUTIVES ASSOCIATION	WALDORF ASTORIA HOTEL PARK AVE. AT 50TH ST.

In addition to the usual discussion and pointing up of fashion trends, this year's MMEA Forum will take up the merchandising of hats under war-time conditions. Miss Virginia Pope, Fashion Editor, N.Y. Times, will be Directress of proceedings. Speakers include: Mrs. Maud Moody, Millinery Fashion Editor, Women's Wear Daily; Miss Alice Hughes, WINS Commentator and King Features Columnist, who will talk on "Selling Millinery For Morale"; Mr. B. C. Forbes, Editor and Publisher of Forbes Magazine; Mr. Paul, hair stylist, Charles of the Ritz, who will talk on "Hair and Hats". Luncheon speaker: Professor Anton de Haas, Economist, Harvard Business School. Other speakers (not yet confirmed) are Mr. Lew Hahn, General Manager, N.R.D.G.A., and Mr. Ed Wynn, who has made hat history on his own. Open to MMEA members and invited retailers from all over the country. Admission, $5 for members; $10 for non-members (incl. luncheon). Publicity: Miss Weintraub, PL. 3-2116.

Tuesday July 21 1 P.M. Luncheon	INAUGURATING DAILY BICYCLE LUNCHEONS	DELMONICO HOTEL MANDALAY ROOM	PARK AVE. AT 59TH ST.

Beginning Tuesday, July 21, the sparklingly cool and beautiful Mandalay Room of the Delmonico Hotel will inaugurate a series of daily Bicycle Luncheons planned to permit society-cyclists to drop in informally for luncheon in slacks, culottes or uniforms, after their morning stints of work or exercise. Luncheons will be moderately priced at 85¢, though Opening Day guests will be assessed $1.25, since the proceeds go, complete, to the Nurses Aides' Division of the Red Cross. Opening Day tickets will be numbered and the holder of the lucky number will receive Mr. Leon Henderson's <u>own</u> bicycle, shipped especially from Washington for this event (he says it's in perfect condition too!). Opening Day tickets from Delmonico Hotel or Red Cross Headquarters, 38th & Lexington. Publicity: Linda Page, VO. 5-2500.

Tuesday Evening July 21 Dinner 7:00 P.M. Fashion Show 8:30 P.M.	FALL MILLINERY FASHION SHOW	MILLINERY STABILIZATION COMMISSION	HOTEL ASTOR B'WAY AT 45TH STREET

The big annual Fall Millinery Fashion Show, staged by the Trade Promotion Committee of the Millinery Stabilization Commission, will present 136 hats by these Exhibitors: <u>Uptown</u>: Anita Andra; Anna's; Braagaard; Hattie Carnegie; Bernice Charles; Lilly Daché; Delle Donne; Peg Fischer; Walter Florell; Garfunkel Makers, Vogue Hats; Helène Garnell; Germaine Montabert; Gladys & Belle; Harryson Hats; G. Howard Hodge; Janet-5th Avenue; Jeanne Tete; John Frederics; Miriam Lewis; Helen Liebert; Edgar J. Lorie; Lydia Millinery; Milgrim Hats; Madame Pauline; Florence Reichman and Sally Victor. <u>Popular Priced Exhibitors</u>: Alfreda; Brandt; Joe Cohn; Croyden; Davidson; Abe Del Monte; Elizabeth; Oscar Friedman; Harry Furst; B. J. Goldenberg; Greenstein & Flaum; Lily; Luxor Hat Co. Walter K. Marks; Frances & Walter Nelkin; New Schachter; O'Connell; Parfait Hats; David Rothman; Schoen; Milton F. Stearns; Woodmere and Bernard Workman. <u>Junior Exhibitors</u>: Bertlyn; Cameo; Dobbs; Ann Koppelman; Madcaps and Topps. Occasion begins with dinner at 7 P.M. Fashion show at 8:30 P.M. Admission, Fashion Show only $7.50; $12.50 including dinner. Net proceeds to Army & Navy Relief Fund. Tickets from Millinery Stabilization Commission, 1450 Broadway. Publicity: Margery Hartman, CH. 4-6547.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday July 22 5:00 P.M.	PRESS PREVIEW: COLLEGE AND COUNTRY FASHIONS	MARY LEWIS	638 FIFTH AVENUE

See page 2 for details

Thursday July 23 4:30 P.M.	PRESS PREVIEW: NEW FALL HAT COLLECTION	HELÈNE GARNELL	40 EAST 51ST STREET

Helène Garnell, newly returned from her Hollywood commitments, will present her new Collection of Fall Hats to members of the Fashion Press. Miss Garnell will introduce Santa Fe and other New Mexican influences, in color especially, gleaned from her recent trip. Preview by invitation. Contact: Helène Garnell, PL. 3-9017.

Friday July 24 3:00 P.M.	UNFURLING OF "THE NEW WORLD FLAG"	FATHER DUFFY'S CANTEEN	HOTEL NEW YORKER 8TH AVE. AT 34TH ST.

The unfurling of a newly created Pan-American flag of unity which will symbolize the united front of the 22 Western Hemisphere Nations, including Canada. Similar ceremonies will be held simultaneously in Cuba, Mexico, Canada, and all other countries of this Hemisphere. Prominent government officials and South and Central American dignitaries will attend. The "New World" flag is diagonally striped and combines the colors of the flags of all the countries represented. Open to Press. Contact: Mr. Shepard Henkin, ME. 3-1000.

Saturday July 25 9:00 A.M.	1-DAY "WAR-TIME" CONVENTION	RETAIL MANUFACTURING FURRIERS OF AMERICA	HOTEL NEW YORKER 8TH AVE. AT 34TH ST.

Problems arising from OPA and WPB regulations and consumer credit rules affecting the fur industry, will be discussed at a one-day convention held by the Retail Manufacturing Furriers of America at the Hotel New Yorker. The fur trade generally is invited to attend both luncheon and dinner events. Business sessions open only to members of the Association. For Registration fee and further details, contact: Sidney Haas, VO. 5-7577.

Monday July 27	OPENING DATE: AUGUST FUR PROMOTIONS OF UPTOWN RETAIL GUILD FURRIERS		

Several lower Avenue stores have already launched their private sales.

July 27-Aug. 29	SARATOGA RACE MEET	SARATOGA RACING ASSOCIATION	SARATOGA SPRINGS, NEW YORK
Tuesday July 28 6:30 P.M.	ANNUAL DINNER AND HANDBAG EXHIBIT	NAT'L AUTHORITY, LADIES HANDBAG INDUSTRY	WALDORF ASTORIA PARK AVE. AT 50TH ST.

Interesting feature of the Annual dinner of the National Authority of the Ladies' Handbag Industry, will be an Exhibit of a Collection of Ancient and Historic Handbags, property of Harry Lederman, and already widely shown in museums both in the U.S.A. and abroad. Festivities begin with cocktails at 6:30, dinner at 7:30. War Bonds will be given as prizes to lucky number-holders. Open to Trade. Tickets, $6.50, from National Handbag Authority, 347 5th Ave. Contact: Mr. Mosesson, AS. 4-6969.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday July 30 4 P.M.	COLLEGE AND CAREER CLOTHES-PRESENTATION	SAKS 5TH AVENUE	????

As a curtain-raiser to the Aug. 3rd opening of their College Shop, Saks 5th Avenue will stage a special presentation of College and Career clothes for members of the Fashion Press and a selected group of College and Career girls. By invitation. Special Publicity: Eleanor Lambert, PL. 5-8580. Saks Publicity: Dorothy Harness, PL. 3-4000.

MAGAZINE PROMOTIONS OF BACK-TO-SCHOOL AND BACK-TO-WORK FASHIONS

JULY 31
NEWSSTAND DATE, MADEMOISELLE COLLEGE ISSUE
NEWSSTAND DATE, LADIES HOME JOURNAL " "

AUGUST 1
NEWSSTAND DATE, HARPER'S COLLEGE BAZAAR

AUGUST 7
NEWSSTAND DATE, VOGUE COLLEGE ISSUE

AUGUST 15
NEWSSTAND DATE, CHARM'S BACK-TO-WORK ISSUE

AUGUST 20
NEWSSTAND DATE, WOMAN'S HOME COMPANION "HIGH JINX" ISSUE (Teen-Age fashions and portfolio of Teen-Age war activities).
NEWSSTAND DATE, PARENTS' BACK-TO-SCHOOL ISSUE

Monday August 3 11 A.M.	SEMI-ANNUAL CHICAGO CORSET CLINIC	MERCHANDISE MART	CHICAGO ILLINOIS

This year's Semi-Annual Chicago Corset Clinic will stress transitions in foundation garments. Talks on "The Corset Outlook for Fall and The Duration" will be made during the Clinic by the following speakers: Mr. Daniel L. Jones, Strouse-Adler Co., Pres., of Corset & Brassière Assoc.; Mrs. Harriet Redmond, Carter Designer; Miss Estelle Popp, Bien-Jolie Inc.; Mrs. Louise Campe, Editor, Corset & Underwear Review; and Mrs. Alice Perkins, Washington staff, Women's Wear Daily. Each of 20 participating companies will display foundation garments and sketches. Visiting buyers will be guests of the Mart at luncheon at the Club, following the five addresses.

Tuesday August 11 9:30 A.M.	PRESS PREVIEW: COLLEGE FASHIONS	RUSSEKS 5TH AVENUE	390 FIFTH AVENUE

See page 2 for details.

Monday August 17 (Tentative)	PRESS PREVIEW: OPENING OF NEW FLOOR	JANE ENGEL	1025 MADISON AVENUE

For the 6th successive year, the Jane Engel organization is expanding. This year's move doubles the present selling space with the addition of a newly built floor which permits new departments for coats, furs, suits, sportswear, sweaters, skirts and blouses in addition to Jane Engel dresses and hats. The new floor will also include an enlarged Bridal Shop, a Maternity Shop and an Evening Gown Department. Press preview tentatively set for Mon., August 17 (time later), by invitation. Publicity: Herbert Bijur, RH. 4-0300.

Tuesday August 18 Time Later	PRESS PREVIEW: PRIZE-WINNING POSTERS	MUSEUM OF MODERN ART	11 WEST 53RD STREET

The Museum of Modern Art will present 34 prize-winning posters designed by artists in all countries of the Western Hemisphere and submitted in Competition announced by the Museum last April 1st for cash prizes amounting to $2500. Following New York exhibit, winning posters will tour North, South and Central Americas, at disposal of U. S. Government for reproduction and use in the Americas. Time of preview in later issue. Opens to public Wed., Aug. 19th. Publicity: Sarah Newmeyer, CI. 5-8900.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday August 24- August 29	NEW YORK GIFT SHOW Annual exhibit of Christmas Gift Wares. Open to Trade. For further information, contact: George F. Little, Director, N. Y. Gift Show, 220 Fifth Ave., AS. 4-3161.		HOTEL PENNSYLVANIA 7TH AVE. AT 33RD ST.
Tuesday August 25 (Tentative)	PRESS PREVIEW: "WISHMAKER HOUSE" McCreery's Wishmaker House, in new fall dress, will open its doors to members of the Press, in an autumn preview. Tentatively set for Aug. 25. Public opening, Aug. 27. Publicity: Lois Munn, WI. 7-7000.	McCREERY'S	5TH AVE. AT 34TH ST.
Beginning Tues. 9/1	FALL OPENINGS OF THE "BIG SIX" CUSTOM ORDER COLLECTIONS		
Tues.Sept.1 8:00 P.M.	BERGDORF GOODMAN ORIGINALS Press preview. By invitation only. Publ.: Miss Neff, PL. 3-7300.		754 FIFTH AVENUE
Wed.Sept. 2 2:30 P.M.	MILGRIM'S Design Studio Originals from the Custom Order Dept. Press preview by invitation. Publicity: Jack Milgrim, CI. 7-7200.		6 WEST 57TH STREET
Thur.Sept.3 2:30 P.M.	JAY THORPE ORIGINALS Press preview. By invitation only. Publ.: Constance Hope, PL. 3-3390.		24 WEST 57TH STREET
Wed.Sept. 9 11:00 A.M.	BONWIT TELLER Fira Benenson's Collection from the Salon de Couture. Press preview by invitation only. Publicity: Nona James, EL. 5-6800.		721 FIFTH AVENUE
Wed.Sept. 9 2:30 P.M.	SAKS FIFTH AVENUE Press preview of "Sophie's" Originals from the Salon Moderne. Strictly by invitation. Special Publicity: Eleanor Lambert, PL. 5-8580. Saks Publicity: Dorothy Harness, PL. 3-4000.		611 FIFTH AVENUE
NOTE:	HATTIE CARNEGIE Opening Date will be listed here as soon as definitely established.		
Monday Sept. 7	FALL RETAIL MILLINERY WEEK Monday, September 7th has been designated by the MMEA and the MSC as official Opening Day of the Fall Retail Millinery season. Stores throughout the country will launch promotions ushering in New Fall Hats in advertising, windows, and departmental displays. For further information and promotional helps, consult: Margery Hartmann, Millinery Fashion Bureau, 33 W. 42nd St., CH. 4-6547.	MSC & MMEA	THROUGHOUT U.S.A.
Wednesday Sept. 16- Sept. 17	SEMI-ANNUAL LEATHER SHOW AND STYLE CONFERENCE The Tanners' Council of America will "skeletonize" its leather exhibits for the duration. Instead of occupying individual booths in the Grand Ballroom of the Waldorf as in former years, each exhibitor will furnish samples of his products in the official colors of the coming season, to be identified and shown in the Ballroom during the National Shoe Retailers Style Conference. Contact: for Tanners' Council, Mr. J.L. Nelson, BE. 3-0494. For N.S.R.A., Mr. Lee Langston, AS. 4-9515.	TANNERS COUNCIL & NAT'L SHOE RETAILERS ASSOC.	WALDORF ASTORIA HOTEL

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday October 6 1:00 P.M. Luncheon	FALL OPENING: RITZ LUNCHEON FASHION SHOW SERIES	WALTER FLORELL	RITZ CARLTON HOTEL OVAL ROOM

Walter Florell, Milliner, will open the season of gala Tuesday Luncheon Fashion Shows in the Salon d'Elegance at the Ritz, with a presentation of exciting Fall hats. Open to public. Luncheon, $2. Press by invitation. Florell Publicity: Mr. Frederick, PL. 5-0895. Ritz Publicity: Marion Morrison, PL. 3-4600.

Monday Nov. 2-4	NATIONAL SHOE FAIR	NAT'L BOOT & SHOE MFRS. & NAT'L SHOE RETAILERS	CHICAGO ILLINOIS

Leaders in shoe manufacturing industry will exhibit in the big National Shoe Fair, held annually in Chicago. The timing of the Fair was planned to permit a first glimpse of new spring and summer lines. Name of hotel in later issue. (Hotel Stevens has been taken over by the Government.)

PLEASE NOTE!

Stores and magazines wishing to cover the more important Out-of-Town Markets, have asked us to continue our listing of Out-of-Town Fall Opening Dates.

July 18-28...Ft. Worth Fall Markets, Hotel Texas, Ft. Worth
July 19 ...San Francisco Fall Apparel Market, San Francisco, California
July 19-22...Los Angeles & San Francisco Fall Millinery Markets.
July 19-23...Fall Market, S.E. Travelers' Exhibitors, Biltmore Hotel, Atlanta, Ga.
July 19-8/8..Annual Fall Showing, American Fashion Assoc., Baker Hotel, Dallas, Texas
July 20-25...Twin Cities Apparel Market, Minneapolis & St. Paul
July 21-31...Denver Fall Ready-to-Wear and Millinery Market Week, Denver, Colorado
July 26-28...Semi-annual Buffalo Mart, Hotel Statler, Buffalo, N. Y.
July 26-29...Seattle Fall Market Week, Northwest Apparel, Olympic Hotel, Seattle
July 27 ...Regular Fall Market, Style Creators of Chicago, Chicago, Illinois
July 27 ...St. Louis Fall Market, American Retailers Assoc., St. Louis
July 27-8/1..Twin Cities Home Furnishings and Gift Market Weeks, Minneapolis & St. Paul
Aug. 2 ...Fall Millinery Market Week, Los Angeles & San Francisco Millinery Guilds
Aug. 2-5 ...Boston Merchandise Mart, Hotel Touraine, Boston, Mass.

DATES AHEAD

Sept. 7 LABOR DAY (Monday)
Sept. 12 1ST DAY OF JEWISH NEW YEAR (Sat.)*
Sept. 21 JEWISH DAY OF ATONEMENT (Monday)*
Oct. 1 MOVING DAY (Thursday)
Oct. 12 COLUMBUS DAY (Monday)
Oct. 27 NAVY DAY (Tuesday)

RED LETTER WEEKS

Sept. 20-26 NATIONAL DOG WEEK
Oct. 2-12 NATIONAL BRANDS WEEK
Oct. 4-10 NATIONAL BUSINESS WOMEN'S WEEK
Nov. 2-8 AMERICAN ART WEEK
Nov. 9-15 NATIONAL FATHER & SON WEEK
Nov. 11-30 RED CROSS DRIVE

*Market closed for all practical purposes.

MUSIC... THEATRE... MOVIES... WHERE TO EAT IN THE HEAT

Now Showing	"HER CARDBOARD LOVER" (Movie) CAPITOL THEATRE, B'WAY AT 51ST ST. Metro-Goldwyn-Mayer movie-version of the comedy that formerly capitvated Broadway. Starring Norma Shearer, Robert Taylor and George Sanders. Gowns by Kalloch. Publicity: Art Schmidt, BR. 9-7800.
Saturday July 18	PREMIÈRE: "INSIDE FIGHTING RUSSIA" (Movie) CENTRAL THEATRE, B'WAY AT 47TH Latest documentary film showing the enormous strength and courage of the Russian people in action, presented jointly with Rey Scott's "Kukan", The Battle Cry of China", which similarly depicts the epic story of Chinese heroism. Both are United Artists' releases. Publ.: Tess Michaels, BR. 9-7300.
Sunday July 19 4:15-6 P.M. EWT	AMERICAN PREMIÈRE: SHOSTAKOVICH'S SEVENTH SYMPHONY, STATION NBC Toscanini will conduct the NBC Symphony Orchestra in the American Première of Soviet composer Dmitri Shostakovich's Seventh Symphony. Edward C. Carter will speak for Russian War Relief during the program. Publicity: Fred Myers, MU. 6-3203, (RWR).
Beginning Monday July 20	OUTSTANDING STADIUM CONCERTS OF THE WEEK, 138TH AT AMSTERDAM AVENUE Monday, July 20--Yehudi Menuhin, Violin Soloist, in Beethoven Concerto. Efrem Kurtz, Conductor. Thursday, July 23--Lily Pons, Metropolitan Opera Soloist. Andre Kostelanetz, Conductor, will present two "musical portraits" by Virgil Thomson: "The Mayor LaGuardia Waltzes", symbolizing the City's Chief Officer; and "Canons for Dorothy Thompson", a musical portrait of "a fearless liberal". Saturday, July 25--Ania Dorfmann, Piano Soloist, in all-Beethoven program. Conductor: Howard Barlow. Monday, July 27--Yascha Heifetz, Violin Soloist, in All-Brahms program. Conductor: Fritz Reiner. Publicity: Dorle Jarmel, CI. 7-6900.
Wednesday July 22	PREMIÈRE: "PRIORITIES ON PARADE" (Movie) PARAMOUNT THEATRE, B'WAY AT 44TH Paramount picture starring Jerry Colona, Betty Rhodes and Ann Miller. Clothes by Edith Head. Publicity: Aileen St. John Brenon, CH. 4-7040.
Thursday July 30 (Tentative)	WORLD PREMIÈRE: WALT DISNEY'S "BAMBI" (Movie) RADIO CITY MUSIC HALL, 6 AT 50TH Adapted from Felix Salten's best seller, "Bambi" has been five years in the making and offers a love story, comedy and some breath-taking new Technicolor features. Distributed by RKO. Publicity: Rutgers Neilson, CO. 5-6500.
Friday July 31	PREMIÈRE: "WINGS OF THE EAGLE" (Movie) STRAND THEATRE, B'WAY AT 47TH ST. Warner Brothers presents Ann Sheridan, Dennis Morgan and Jack Carson in "Wings of the Eagle", a thrilling story of the Lockheed plant. Clothes by Milo Anderson. Publicity: Eve Siegel, CI. 6-1000.
Tuesday August 4	NAVY RELIEF BENEFIT PREMIÈRE OF "HOLIDAY INN", PARAMOUNT THEATRE, B'WAY AT 44 Navy Relief will benefit by the World Première of Irving Berlin's new musical, "Holiday Fun", co-starring Fred Astaire and Bing Crosby. To make this a very gala occasion, there will be an all-star stage show with celebrities of stage, screen and radio and six of the country's big-name bands. The Paramount will go on a reserved seat schedule (for benefit only). Publicity: Aileen St. John Brenon, CH. 4-7040.

WHERE TO EAT IN THE HEAT

BREVOORT SIDE-WALK CAFE, 5TH AVE. AT 8TH ST.
CAFÉ DE LA PAIX, ST.MORITZ, CENT'L PK. SOUTH
SCULPTURE GARDEN, MUSEUM OF MODERN ART, 11 W.53
CLAREMONT INN, 124TH ST. AT RIVERSIDE DRIVE
PROMENADE CAFÉ, ROCKEFELLER PLAZA
HOTEL SHERATON ROOF, 37 ST. AT LEXINGTON
SPIVY'S ROOF, 139 EAST 57TH STREET
SULGRAVE HOTEL TERRACE, 60 EAST 67TH ST.